Website audit: Wisdom Nursing Classes

Your website, wisdomnursingclasses.com, should do much more than display information about your coaching institute. It should become a student acquisition, course sales, and retention platform for Wisdom Nursing Classes.

Since your website is dynamic and your team can independently publish blogs and content, that is a major advantage. You shouldn't need a developer every time you launch a new batch, publish an exam update, or create a landing page.

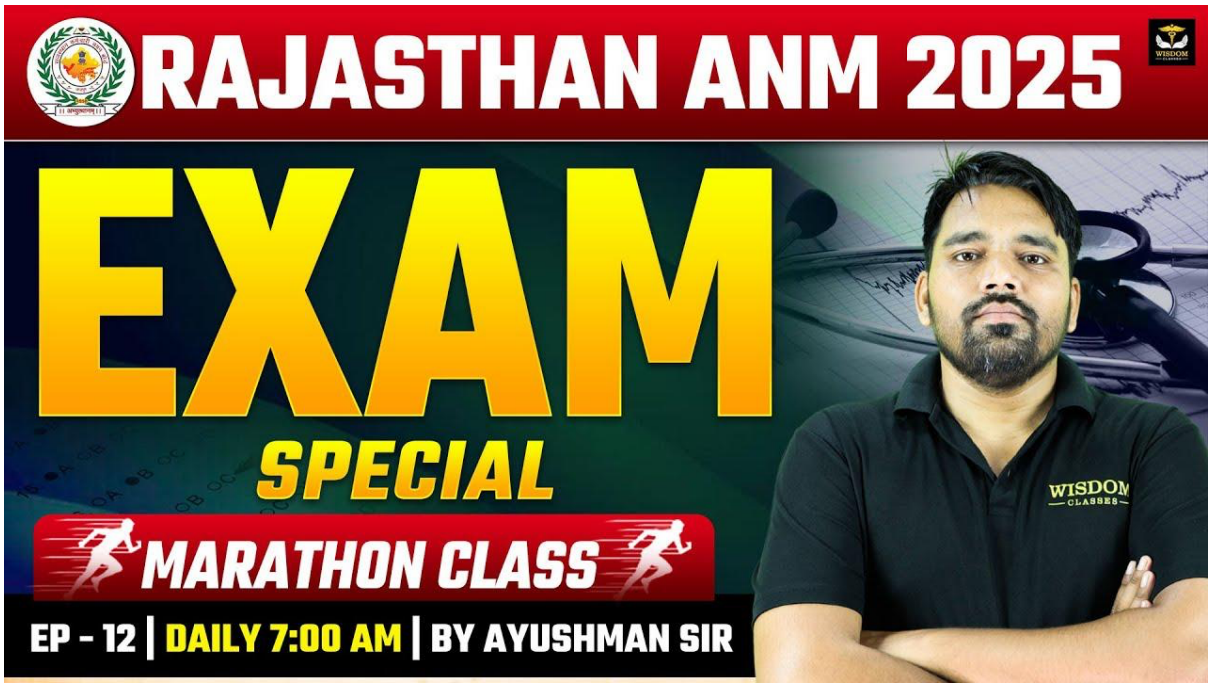
I'd evaluate the website across five business objectives:

- Attract: Bring organic traffic from Google and students coming from YouTube.
- Convert: Turn visitors into leads and paying students.
- Sell: Make it easy to discover and purchase the right course.
- Retain: Keep enrolled students engaged with classes, tests, and performance tracking.
- Scale: Allow your team to manage content, courses, and campaigns without depending on developers for routine changes.

One important distinction: a dynamic website can have an excellent content management system and still have weak SEO, poor mobile usability, or low sales conversion. The admin panel alone doesn't guarantee that the website is commercially effective.

1. What I found on your live website

I checked the publicly indexed homepage and blog page. These are specific issues visible in the available page content, rather than assumptions about your admin panel or backend.



1. The homepage needs a clearer sales message

High priority

The homepage introduces nursing and paramedical preparation, displays educators, YouTube channels, books, testimonials and blogs. However, the opening message should make it immediately obvious which exams you prepare students for and what they should do next.


wisdomnursingclasses.com
+1

Improve it: Put the flagship exam courses first, with clear buttons for viewing courses, taking a free demo and speaking to a counsellor.



2. Educator profiles look unfinished

High priority

The indexed homepage contains an educator entry with the description “fdf,” alongside profiles with limited experience information.

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Improve it: Every educator should have a proper photograph, subject specialisation, qualifications, relevant experience, sample lecture and courses taught. Remove placeholder text and incomplete profiles.



3. Books and courses need clearer separation

High priority

The homepage promotes books, but the main conversion journey should distinguish digital courses, test series, study PDFs and physical books.

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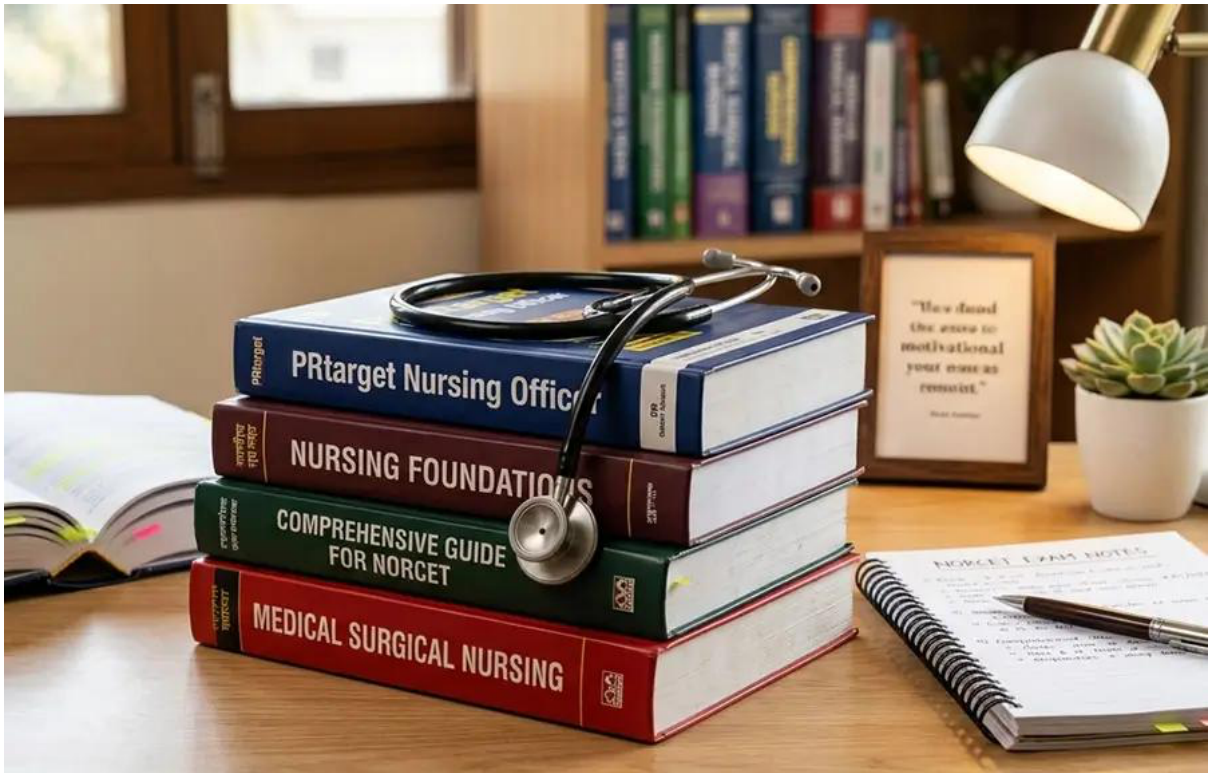
Improve it: Give each category a dedicated section, with a clear price, contents, intended exam, delivery method and purchase or enrolment button.



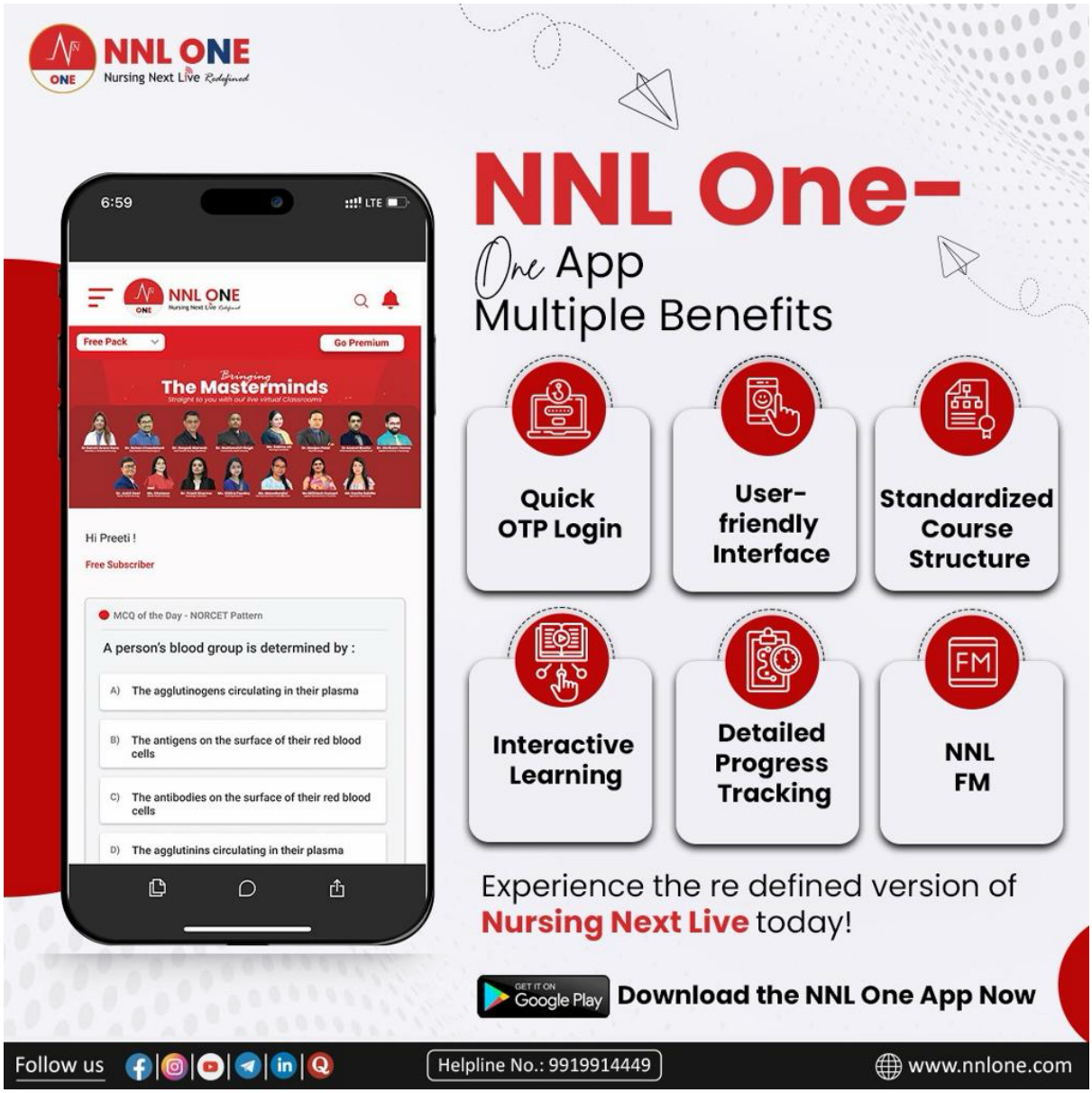
4. The blog section needs an urgent content audit

High priority

The indexed blog listing includes recruitment posts from 2024 and 2025, older exam guides, and some unrelated promotional text referring to another coaching platform.

Wisdom Nursing Classes

Improve it: Review existing articles for accuracy, relevance and search quality. Remove unrelated or accidental text, update outdated recruitment information, and make sure each exam article points to the appropriate course or study resource.



5. Your YouTube audience needs a better route to enrolment

High priority

Your website already promotes multiple YouTube channels, so it has an opportunity to connect free education with paid courses.

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Improve it: Link each relevant video to a matching course or free resource, use trackable campaign links, and capture leads with a short form or WhatsApp enquiry.

One additional data-quality issue: the indexed homepage reports 2.2 million subscribers for Wisdom Nursing Classes. Make sure every displayed subscriber count is accurate and up to date; incorrect social-proof figures undermine trust.

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These findings are based on the public content available to me. I haven't verified the site's actual page speed, mobile rendering, checkout behaviour, database, security configuration or administrator features, so those require separate testing.

2. How I would redesign the homepage

I would make the homepage more focused on the student's journey, rather than adding more sections simply to make it longer.



WISDOM NURSING CLASSES

Nursing & Paramedical Exam Preparation

Prepare smarter. Practise better. Aim higher.

Structured courses, exam-focused practice, previous-year questions and expert guidance for nursing and paramedical competitive exams.

Explore Courses →

Explore free classes · Take a free test

Section 2 — Choose your exam

NORCET

Courses, PYQs and test series

CHO / NHM

State-specific preparation

ANM

Courses and practice tests

Paramedical

Radiographer and other exams

Section 3 — Build trust

Expert faculty

Exam-focused material

Verified results

Section 4 — Convert visitors into students

Course details → Demo or free test → Counselling → Enrolment

Not sure which course is right for you?

Submit your details and let a counsellor help you choose.

Name

Mobile number

Select exam

Get Course Guidance

Conceptual homepage wireframe, not a screenshot of the live site. The final design should use your actual brand assets and verified course details.

The most important design decision is to make the NORCET journey prominent if it is a strategic growth priority, while preserving the CHO, state-exam and ANM traffic that already comes to Wisdom.

3. The most important improvements for your dynamic website

Here is the developer brief I would use. These changes should build on your existing website wherever possible rather than requiring a complete rebuild.

A. Make the CMS a proper content management system

Your team should be able to manage all routine website content without coding.

- Create, edit, preview, schedule and publish blogs.
- Create course pages and dedicated exam landing pages.
- Upload banners, faculty photos, PDFs, videos and thumbnails.
- Edit homepage sections, FAQs, testimonials and results.
- Manage SEO titles, meta descriptions, canonical URLs and social-sharing images.
- Save drafts, revise published articles and restore earlier versions.
- Assign permissions so writers cannot accidentally change critical website settings.

Acceptance test: A trained team member can create a new course landing page or blog post, including its SEO fields, and publish it without developer assistance.

B. Improve SEO and organic traffic

The blog section contains older recruitment information and exam guides, so content maintenance should be a priority.


Wisdom Nursing Classes

- Create individual, useful pages for NORCET, CHO, NHM, ANM, Radiographer and relevant state examinations.
- Give every page a unique SEO title, H1 heading, meta description and clean URL.
- Add XML sitemaps, robots.txt, canonical tags and appropriate structured data.
- Connect related articles, syllabus pages, PYQs, books and courses with internal links.

- Add breadcrumbs and relevant image alt text.
- Check Google Search Console for indexing errors, duplicate pages and search queries.
- Keep recruitment dates, eligibility and application links accurate, with an updated-on date where appropriate.

Don't mass-produce thin AI-written articles. Prioritise accurate exam information, original explanations, solved PYQs and useful study resources.

C. Build high-converting course pages

Every major course or exam should have its own page, not just a generic course listing.

Include:

- Exam name and target student.
- Faculty and subject coverage.
- Course duration, batch schedule and language.
- Live versus recorded classes.
- Number of tests, PYQs, notes and doubt-solving facilities.
- Actual fee and applicable offers.
- Demo class or free test.
- FAQs, refund terms and a prominent enrolment button.

If online purchase is supported, reduce unnecessary checkout steps. Otherwise, make the enquiry and counselling process equally clear.

D. Add lead tracking and a conversion dashboard

Connect Google Analytics 4 and Google Search Console, with appropriate consent and privacy controls.

Track:

- Visitors by source, landing page and device.
- Course page views and enquiry-form submissions.
- WhatsApp clicks, demo registrations and calls.
- Lead-to-counselling and lead-to-payment conversion.
- Paid course sales and revenue by campaign.
- Abandoned checkout, where applicable.

Capture campaign parameters (UTMs) and a course or exam identifier with each lead. Integrate enquiries into your CRM or lead-management process so counsellors can follow up systematically.

The goal: Know which YouTube videos, blogs and campaigns actually generate paying students, rather than judging success by traffic alone.

E. Optimise mobile performance

Test the site on real Android and iPhone devices, especially on mobile data.

- Compress images and use responsive image formats.
- Reduce unnecessary JavaScript, plugins and third-party scripts.
- Lazy-load below-the-fold images.
- Cache static assets and use a CDN where appropriate.
- Keep buttons and form fields easy to use on a phone.
- Make sure course cards, menus, tables and checkout don't overflow the screen.

Measure Core Web Vitals rather than guessing from how quickly the site opens on an office computer. Google's current targets are LCP at or below 2.5 seconds, INP at or below 200 milliseconds and CLS at or below 0.1, assessed at the 75th percentile.

F. Audit security and reliability

- Check CMS and framework updates, dependencies and access permissions.
- Require strong authentication for administrators.
- Back up the database and uploaded content, and test restoration.
- Protect forms against spam, abuse and malicious uploads.
- Ensure HTTPS, payment security and appropriate handling of student data.
- Check for injected links, unrelated text and unauthorised changes to published pages.

The unrelated promotional copy visible in the indexed blog content makes a content-integrity review especially worthwhile. It does not, by itself, prove that the site has been hacked.

4. Turn the website into a complete sales funnel

For Wisdom, I would design the student journey like this:

YouTube / Google / Instagram

Free classes, exam updates and study content

Relevant website landing page

NORCET, ANM, CHO or a specific exam

Free resource or demo

Mock test, PYQ PDF, webinar or demo class

Lead capture + CRM

Exam, phone number, consent and source tracking

Counselling and enrolment

Course recommendation, payment and confirmation

Learning, tests and retention

Classes, performance, follow-up and next course

The critical feature here is source attribution. If a student watches a NORCET lecture, visits the NORCET landing page, submits an enquiry and later buys a mentorship course, your system should preserve that journey wherever technically possible.

This will help you decide where to invest in content creation, advertising, counsellors and course development.

5. What to fix first: priority roadmap

I would not spend money on a completely new website before auditing what you already have. First fix the issues that can cost you trust, organic traffic or admissions.

Phase 1 — Immediate fixes

First priority

Correct inaccurate subscriber counts, remove placeholder educator information, audit unrelated blog text, update stale recruitment pages and test all contact and purchase links.

Phase 2 — Conversion improvements

Next 1–2 weeks, depending on developer capacity

Improve the homepage, create dedicated course pages, add free demo/test CTAs and make mobile enquiry forms easier to complete.

Phase 3 — SEO and content system

Following 2–4 weeks

Improve technical SEO, organise blogs by exam, build internal links, configure analytics and give the content team a reliable publishing workflow.

Phase 4 — Full funnel and automation

After the basics work reliably

Integrate CRM, source tracking, payment events, lead follow-ups and student performance data. Test conversion rates before scaling campaigns.

These are suggested implementation windows, not a verified estimate from your developer.

6. Copy this brief and send it to your website developer

Wisdom Nursing Classes Website Improvement Brief

Please audit our existing dynamic website, https://www.wisdomnursingclasses.com/, before proposing a complete redesign.

Our objective is to turn the website into a student acquisition, course sales and student retention platform.

Required improvements

1. **CMS and admin panel**
    - Enable our team to create and edit blogs, course pages, exam landing pages, banners, faculty profiles, testimonials, results and FAQs.
    - Provide image uploads, drafts, previews, scheduling, revision history and role-based permissions.
    - Allow page-level SEO title, meta description, canonical URL, social-sharing image and schema configuration.
    - Ensure routine content publishing does not require a developer.
2. **Homepage and user experience**
    - Improve the mobile-first homepage and navigation.
    - Make our main exams and courses easy to discover.
    - Add clear CTAs for courses, free demo classes, free tests and counselling.
    - Correct incomplete educator profiles and inaccurate public-facing figures.
    - Separate courses, test series, PDFs and physical books clearly.
3. **Course pages and sales**
    - Build dedicated landing pages for NORCET, CHO, NHM, ANM, Radiographer and other relevant examinations.
    - Include syllabus, faculty, course duration, language, features, fees, FAQs and enrolment/enquiry CTAs.
    - Support campaign-specific landing pages without requiring custom coding for every launch.
4. **SEO and blogs**
    - Audit existing blogs for outdated information, unrelated text and incorrect links.
    - Implement clean URLs, XML sitemap, robots.txt, canonical tags, breadcrumbs and appropriate structured data.
    - Connect relevant blogs, PYQs, study resources and course pages through internal links.
    - Verify indexing and resolve technical SEO errors.
5. **Lead generation and analytics**
    - Integrate Google Analytics 4 and Google Search Console.
    - Track form submissions, WhatsApp clicks, demo registrations, purchases and revenue where applicable.
    - Preserve UTM campaign information and course identifiers in leads.
    - Integrate the existing lead-management or CRM process, if supported.
6. **Performance and security**
    - Test mobile performance, Core Web Vitals, broken links, forms and checkout.

    - Review dependencies, administrator permissions, backups and restore procedures.
    - Check for unauthorised content changes and ensure student data is handled securely.

Before development begins, please provide

- Current technology stack and hosting architecture.
- List of existing features that can be retained.
- Audit of page speed, SEO, mobile UX and security.
- Proposed improvements with priorities.
- Separate estimates for essential fixes, conversion improvements and advanced integrations.
- A staging site and acceptance tests before deployment.
- Confirmation that existing URLs, content, SEO rankings and data will be preserved wherever possible.

Please avoid rebuilding functioning components unnecessarily. We want measurable improvements in organic traffic, enquiries, paid enrolments and operational independence for our content team.

7. One final recommendation

Before approving the developer's quotation, ask for three things: the current technology-stack report, a list of features already supported by the admin panel, and a live demonstration of how a team member publishes a new course page.

That will tell you whether you need a redesign, a technical upgrade, or simply better use of your existing system.

My priority for Wisdom would be: first establish a reliable, accurate website; then improve the NORCET and other course conversion journeys; and finally scale SEO and automated lead management. A visually attractive website is useful, but a website that consistently turns the right students into enrolled students is what will grow your business.